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Attorney Docket No. 47004.000180

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of :

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ROTHMAN, et al.

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Group Art Unit: Unassigned

Serial No.: Unassigned

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Examiner: Unassigned

Filed: November 19, 2001

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For: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

PRELIMINARY AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Prior to initial examination, please amend the above-identified patent application as follows:

IN THE CLAIMS:

✓ Please cancel original claims 1-58.

Please add new claims 59-106 as follows:

APR 13
59. In a computer system for storing and manipulating customer purchase information received from a plurality of sources, the computer system comprising a storage device for storing the customer purchase information and a processor for placing the customer purchase information, a method for making targeting offers comprising the steps of:

receiving the customer purchase information;

organizing the customer purchase information within a predetermined organizational structure;